

EXPERT CLEANING CAN—



double
the
life
of
your
rugs

Have your rugs
cleaned NOW
by masters in
the art of rug
cleaning.

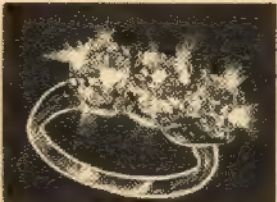
**JANCOVIUS
and SON, Inc.**

112-120 ARLINGTON STREET
NEWARK, N. J.

Call MI 2-1335 Even & Sun.
OR 4-1878

**NEW
DISCOVERY
IN
GEMS**

**MORE
BRILLIANT
THAN
DIAMONDS**



As described in recent issues of the Reader's Digest and the Saturday Evening Post, the new "Kimberlite" gem has MORE FIRE IS MORE DAZZLING than a diamond—only experts can tell the difference! Stones of equal size cost FAR, FAR LESS! (\$24 carat unset—tax incl.) Send today for free illustrated booklet telling full story and describing ladies' and men's rings. Write Dept. N.

Kimberlite GEM CO.
RED BANK, N. J.

PHOTOSTATS

PHOTO REPRODUCTIONS
OF VALUABLE PAPERS

Prompt Confidential Service
Also Drafting Supplies

SHAW BLUEPRINT CO.

12 EAST PARK ST., NEWARK

Opposite Public Service Terminal
PHONE MA 3-3358

Since 1919

DIAMONDS
and Fine Diamond Jewelry

- BOUGHT
- SOLD
- APPRAISED



GONZER CO.

21 WALNUT ST., NEWARK, N. J.
Opp. Fed. Bldg. P.O. nr. Orchard St.

Have The Value of Your
Diamond Certified

RAILROADING in NEW JERSEY

(New Jersey probably had a more important role in the establishment and development of railroads than any other state in the country. This article, the fourteenth of a series, deals with the early suburban and interurban transit lines.)

TWO middle-aged Newark gentlemen standing at Broad and Market streets watched glumly as workmen strung overhead trolley wires up Market street toward Court House Hill on a September morning in 1890. On the tracks beneath the wires prancing horses still drew the dark orange street cars from Springfield avenue and the blue from South Orange avenue.

"It won't be the same without the horses," sighed one of the gentlemen.

Out in Broad street colors flashed by on other horse-drawn street cars—red to Woodside, yellow to South Broad, green to Roseville and white (of all colors) to the Ironbound. Their horses clattered noisily over the streets, dragging the cars along at a pace just faster than a man could walk.

No, it wouldn't seem the same without the horses after Newark's first electric street cars started running up Springfield avenue to Irvington on October 4, 1890.

The gentlemen recollected that horse-drawn street cars had been rolling slowly over the streets ever since the 1860s and by 1890 had spread far out into the suburbs (although at four miles an hour a ride up to Tory's Corner in West Orange wasn't something to be taken lightly).

Actually, even the sentimental gentlemen would have admitted—if pressed—that horses had always left something to be desired in the way of motive power.

AS far back as 1863 a little steam dummy had been tried on a street railway between Jersey City and Bayonne, but it was worse than the horses. A newspaper account reported that it broke down in many places (failing to specify whether the dummy broke down in many places at



Junction of Springfield and Orange lines at foot of Newark Court House in 1912.

(Picture Credits: The Howard E. Johnston Collection, Harry W. Smith and the Newark Public Library)

THE STREET RAILWAYS

*Transition From Horse to Electric Trolleys
Marked Another Rail Transport Service Era*

BY JOHN T. CUNNINGHAM

one spot or in one spot at many places). It was off the tracks by 1870.

There was no question about the steam dummy tried in Newark in 1871. That broke down in so many places at so many varied locations that it was off the rails in one day.

Word seeped to New Jersey by mid-1883 that Cleveland had successfully tried an electric street car. On June 2, 1883, Newark City Council authorized the Newark & Bloomfield Street Car Railway to use electricity on Bloomfield avenue.

Nothing came of it.

Then people started talking about one Leo Daft, who on April 13, 1887, ran a car by electricity over Scotland road, Orange, on the Orange Cross-town. It was far from a howling success.

HOWLING, but no more successful, was an 1888 electrical experiment in Orange Valley between Central avenue and McChesney street, up in the heart of Orange's thriving hat-making section. The good people didn't take an electric line quietly. They held indignation meetings. Men shouted that this mockery of nature would invite electricity.

"Storms'll knock those blamed cars off the tracks," they insisted. "Horses and people will get killed."

Elsewhere, electric lines were tried—in Atlantic City and at Asbury Park. A gasoline-motored car was tried unsuccessfully in 1889 on a line between Newark and Elizabeth. Finally, on August 14, 1889, the Passaic, Garfield & Clifton Railway was organized, the first in the state chartered to operate solely by electric power.

Almost a year later—July

26, 1890—the P. G. & C. started its first three-car electric train. The kids loved it, women feared it (or, with proper 1890 mien, said they did) and men wondered what it would do to their horses.

MOST of the horse owners decided to meet the gold-durned contraption halfway. They took their horses up and introduced them to the street cars. Many of the horses were a shade impolite about the introductions, shying brusquely away. One even went so far as to somersault completely over, breaking a pair of wagon shafts in his acrobatic rudeness.

There was no questioning the fact that horses left much to be desired on grades like those of the Palisades above the Hudson River or the steep hill at the Essex Court House in Newark.

In 1874 the North Hudson County Railway Co. constructed an inclined plane up the summit of Jersey City Heights from Hoboken. One of the mechanical wonders of the world, they called it. Street cars, horses and all, were driven on and shot up to the top in a minute. Ten years later the company superseded the plane with an

elevated cable road to the Heights.

The most spectacular scaling of the heights was North Hudson's viaduct at Weehawken in 1887. The viaduct stretched straight out 800 feet from the top of the cliff, 200 feet above the water, to a point over the West Shore Ferry. Three elevators, carrying 135 persons each, took people to the top, where they boarded street railway cars bound for Eldorado Park or Guttenberg race track.

Court House Hill in Newark didn't call for such magnificent engineering feats, but it was plenty troublesome—particularly in bad Winter weather. Even the best of horses needed help.

IN January, 1888, Newark and Irvington Street Railway Co. figured it had found a magic answer—cables!

Accordingly, a cable was stretched between the tracks from the Pennsylvania Station up Market street to the Irvington car barns. The endless cable, a few inches beneath the surface in an open slot, was kept moving by a steam engine. All the car operator had to do was manipulate a claw so that it gripped the cable. By releasing the grip and applying the brakes the car could be stopped anywhere.

That's what the promoters said.



Morris County Traction Line trolley at Madison.

BUNION PAINS

**Quick -
Relief**

REDUCES Swollen Bunions

SAMPLE PROVES IT.

FAIRYFOOT quickly relieves terrible stinging, itching bunion pains—brings blessed comfort. Soothing Fairyfoot is ready for instant use, goes to work fast. Watch your bunion, large swollen bunion. See if it doesn't go down—get smaller and smaller, and enable you to wear regular shoes in comfort. Tested and proven since 1897. Thousands of



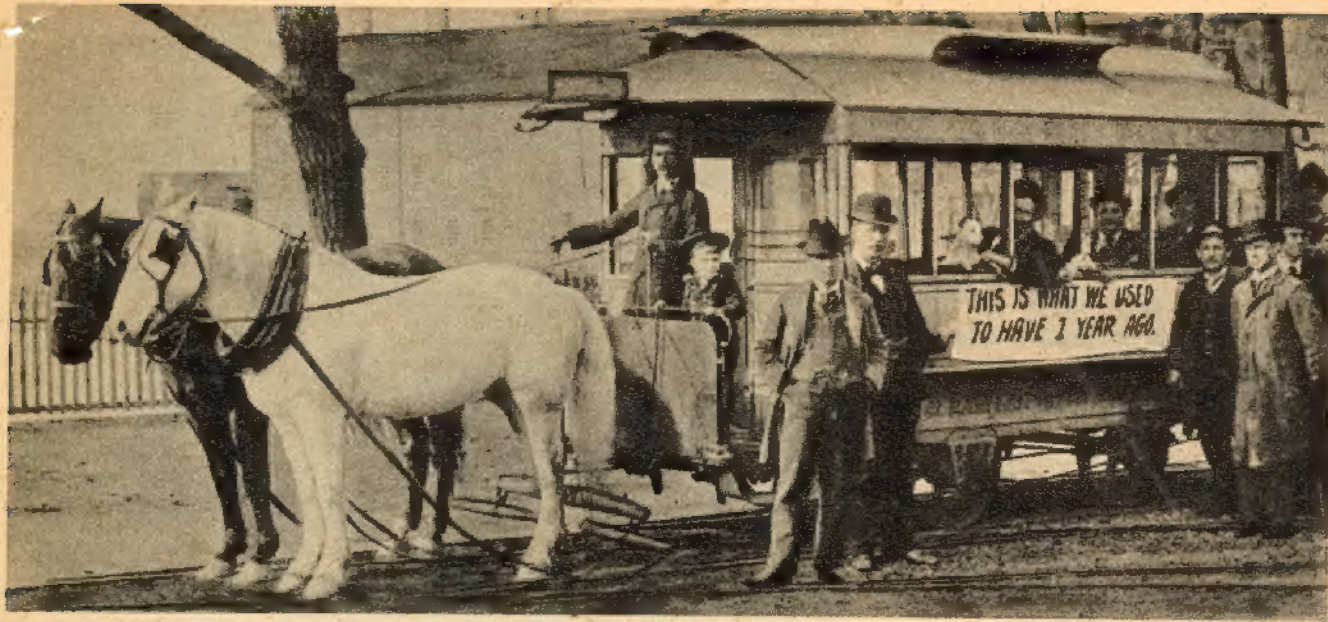
amused users write of prompt and pleasant results. Mrs. M. Davidson, Oregon, writes: "I applied Fairyfoot to a very sore bunion. Next morning my foot did not hurt. I did not suffer another pain. I have had bunions for 10 years." Hundreds of other similar letters in file.—Get a 10c Trial PACKAGE of FAIRYFOOT Today at a Schwarz Drug Store.

Get a Sample Now!

AT ANY SCHWARZ DRUG STORE

Only 10c needed for Trial Package of Fairyfoot for Bunions. If you live outside Newark, send your name, address and 10c for trial size to Fairyfoot, 1223 Wabash Ave., Chicago 5, Illinois.

NAME _____
ADDRESS _____ CITY _____ STATE _____



Electric service anniversary in Milltown, 1896.



Plainfield cars at Fourth street barn in 1895.

In actual practice, it was easier to grip the cable than to release it. Often the cable cars careened past irate customers as the grip failed to open. Then the motormen leaped from the car, dashed ahead to one of the infrequent telephones along the way, and asked the power station to stop the cable. Naturally, when the cable halted ever car on the line came to a standstill.

The cable was abandoned in December, 1888, with not even a sentimental tear shed for its passing.

FINALLY it was October 4, 1890, and Newark Passenger Railway's car No. 1, the "Irvington," was ready to go clanging up Market street and on to Irvington via Springfield avenue. It was the state's first continuous operation on a large scale.

Never had Springfield avenue seen such a day. Excited crowds thronged the streets waiting for the long bright yellow monsters. Not even a circus parade drew more people down to the curbs. This was a day to celebrate, a day to hoist little boys above the crowd to give them a sight to remember to their dying days.

As the "Irvington" slid up Court House Hill with officials crowding its 34 seats, people "stood fixed in their tracks, gaping with open eyes

and mouths at the wonderful thing with no apparent power."

That's what a reporter wrote the next day, at any rate. As a touch of his own, he added: "'No pushee, no pullee,' as the Chinaman said."

SOME folks stood well back, heeding warnings that the thing was run by lightning, but most pressed forward.

Within three weeks all tears were abated as an equally large crowd gathered to watch Rapid Transit Co. run its first trolley up Central avenue from Broad street to 18th street.

The same "no pushee, no pullee" reporter scribbled his notes, jotting down a stern report on rambunctious 1890 juvenile delinquents:

"Boys welcomed the cars as a source of sport and irritated the conductor by stealing rides. Some of the more daring stretched full length on the tracks, jumping up as the motorman ground on his brakes and the crowd gasped. A casualty is threatened unless a restraining influence is brought to bear."

Electrification was here to stay, although in 1890 the state still had 18 horse car companies, with 230 miles of track, 696 cars and 4,177 horses and mules. They ranged from the biggest, the Essex Passenger Railway

(already being electrified), with 143 cars and 1,015 horses, to the smallest, in Phillipsburg, with four cars and 13 horses.

NEW Jersey's only completely electrified company at the time was the Seashore Electric Railway Co. with headquarters in Asbury Park. It was a seven-mile line, having 21 cars run by the Leo Daft system, which had failed on Scotland road.

The next decade saw tremendous changes, with nearly every horse line converted to electrical power. Only the Phillipsburg line remained loyal to its steeds in 1900. Once the new power was proved it spread everywhere.

Not that every municipality welcomed the trolleys. Quite the reverse in many communities, where every conceivable dodge was used to circumvent or to hamper the companies. One example suffices—Montclair.

Trolleys deeply upset Montclair, threatened to tear it apart. An application in 1890 was smothered quietly, but a second request for a trolley line in 1892 developed into a bitter battle. On April 5, 1892, most of the town gathered at the "rink" to debate the issue.

One speaker harshly damned the new mode of travel. He told the crowd that he "did not propose to make Montclair a dumping ground for Dutch picnics and sick baby excursions." A large portion of the audience hissed. The speaker paused, then said coldly:

"When the rest of the geese get through I'll go on."

ONCE again the "anti-trolleys" prevailed and several years elapsed. Then Caldwell protested. Montclair's stubbornness was holding up Caldwell's progress. Whether that prompted a change of heart couldn't be told, but on April 20, 1898, Montclair's trolley franchise was at long last granted. There was no lack of caution, however—the authorizing ordinance contained 27 pages of regulations!

That "Dutch picnic and sick baby excursion" remark in Montclair might well have been prompted by goings-on over at Eagle Rock and Cable Road in the Oranges, where promoters in 1893 were laying the groundwork for two playground areas which the



Hoboken Elevated—mechanical wonder of 1874.



It's a Chair! It's a Bed!

"Eclipse" CHAIR BED



NO CASH DOWN!

\$1.25
A WEEK!

A clever, double-duty piece of furniture that opens easily and quickly from a smart, modern chair into a comfortable, full-length single bed. Innerspring construction from head to foot. Attractively covered in gay floral chintz with red or green trim.

ORDER
BY MAIL
or Call
BI 2-0020

WILDEROTTER'S NNR-4-8
18th Ave. & Springfield Ave., Newark 3, N. J.

Please send me an Eclipse Chair Bed as advertised at \$49.50. I agree to pay \$1.25 a week.
☐ Red Trim ☐ Green Trim

Husband's Name _____ Age _____
Wife's Full Name _____ Age _____
Address _____
City _____ Phone No. _____
Employed by _____
Employer's Address _____
How Long Employed _____ I Have Accounts with _____

WILDEROTTER'S

18th AVE. at SPRINGFIELD AVE., NEWARK 3, N. J.
Open Mon., Wed., Fri., Sat. Eves. to 9 P. M. Bigelow 2-0020

New Jersey's Leading **COMPLETE** Budget Dept. Store

KIMMERLE'S—one of the nation's most modern—most complete PAINT & WALLPAPER STORES

... serving New Jersey's decorators for half a century



KIMMERLE and BRO.

581 SPRINGFIELD AVE. NEWARK 3, N. J.
615 BLOOMFIELD AVE. MONTCLAIR
1252 SPRINGFIELD AVE. IRVINGTON
118 SPRING STREET MORRISTOWN

short bob
transformation
hand made

Especially designed for you ...
Personally fitted to you.

• Prompt servicing MI 3-8354

L. Louis transformations
33 HALSEY ST. NEAR CENTRAL AVE.



IRON FIREMAN

Oil HEATING

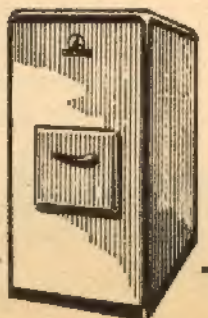


IRON FIREMAN Vortex OIL BURNER Saves up to 30% on your fuel bill!

Why keep on fussing with a thirsty old style oil burner or a troublesome coal fire? The Iron Fireman Vortex oil burner, with exclusive whirling bowl-shaped flame, gives you steady, automatic heat and remarkable oil-saving efficiency. Many users report up to 30% saving on fuel bills.

Vortex oil burner is quickly and easily installed in your present boiler or furnace. Provides luxurious heating at low cost.

Oil-fired furnaces and boilers for warm air, steam or hot water systems, with built-in Iron Fireman Vortex oil burner.



ARLITE INDUSTRIES, Inc.

IRON FIREMAN DIVISION
209 PARKHURST STREET, NEWARK 5, N. J. Bigelow 2-2700
AUTOMATIC HEATING WITH COAL, OIL OR GAS.

JERSEY RAILWAYS

(Cont'd from Preceding Page)
trolleys were to make famous.

As Eagle Rock and Cable Road became better known, steady streams of trolleys left Newark on Summer holidays and Sundays bound for the West Essex mountains. On such days, the open cars were so crowded that passengers stood inside or clung to outside running boards. One writer declared that a conductor "had to be an acrobat to travel from one end of the car to the other to collect the fares and an optimist to expect to get all of them!"

The Eagle Rock line zig-zagged up the mountain and terminated at Cox's Hotel at the foot of Eagle Rock. Passengers scrambled up a winding path the rest of the way to the top, where they spread their lunches beside Crystal Lake.

Cable Road (Highland Park) promoters attracted thousands of patrons by damming a small spring-fed swampy area to form Cable Lake. To keep the crowds coming the management included such extras as outdoor Wild West shows, carnivals and tight rope walkers.

THOSE Orange areas highlighted a trend which increased with a rush in the 90s—the use of trolleys to get to outdoor amusement spots. Trolleys became much more than a means of transportation, for 30 years they



A Fast Line "cannonball" and its crew in 1917.

route into Trenton from the Fair Grounds was a tedious ride.

As trolley lines spread, the number of promoters declined, because it was difficult for the little fellows to get up enough cash to finance big power stations. A continuing series of consolidations in the late 1890s led finally to the organization of Public Service Corp. in 1903. Quickly most of the trolley lines were brought under Public Service's widespread wing.

Most lines became big and businesslike, but a few stayed small and intimate—like the "Swamp Line" in West Orange.

PURSUING a leisurely course from Main street

A major holdout against consolidation (until 1928) was the extensive Morris County Traction Co., at once one of the longest and most involved systems in the state. It ran from Elizabeth to Lake Hopatcong, with branches shooting off in all directions like the legs of a centipede.

A junction with Public Service was made at Maplewood in 1925, and finally a person could go all the way from Jersey City to Lake Hopatcong, always providing, of course, that he had an affinity for five-hour rides. The greatest compensation was that nowhere else could one see so much varied real estate for so little money.

It really didn't make much difference by 1925, anyway, how a body felt about long trolley rides. The streetcar even then was becoming a back number. The jitney had grown up to be a big boy, whose deep-seated voice gave evidence that he had the strength to push the trolley around.

THINGS weren't that way when the gas buggies appeared on the scene at the start of World War I. The trolley companies secretly welcomed the little buses, because they didn't have to put on more streetcars to satisfy the increased demand for transportation.

The jitneys became really pesky in the early 20s. On good days they started out over trolley routes two or three minutes before the streetcars rolled along. On snow-swept days they waited for the streetcar companies to clean the streets, then wheeled along at random to pick up any one waiting for the next streetcar.

Still, as late as 1923, a Morris County Traction Co. official told the press: "No gasoline car has yet been able to compete with the trolley."

How wrong he was.

By 1928 not only had the bus pushed the Morris County Traction Co. trolleys off the tracks; it had also pushed the company completely out of the picture, because when the motorbuses rolled it was Public Service, not Morris County Traction, which did the operating.

Next Week—

Motive Power

APRIL 8, 1951

ACTION of the body muscles helps keep the body fit the EXERCYCLE® way

strengthens muscles for body carriage and contour

helps control the waistline

provides a type of exercise that favors colonic activity and elimination

helps strengthen abdominal muscles

helps retain resilience and flexibility of muscles and joints



Electrically Operated
Vibrationless and Silent
Designed for Home Use

Exercises 414 body muscles

helps develop flexibility and grace

helps strengthen and tighten upper and lower back muscles

helps correct loss of flexibility in the chest wall and shallow breathing

strengthens hip, thigh and buttock muscles

TENS OF THOUSANDS OF USERS SINCE 1936

Exercycle is an entirely new experience unlike ordinary tedious home exercises. Like a sport activity, it provides fun and excitement. It combines the benefits of the bicycle ride, of rowing, of the crawl stroke and horseback riding, giving your body action where it needs it most. Helps bring in the waistline, improves circulation tone and regularity disturbed by sedentary living. The choice of many physicians, lawyers, business and other professional men and women. A great husband and wife treat. You'll LIKE what Exercycle does to the way you feel and look. Mail coupon for booklet—FREE.

MAIL COUPON NOW

EXERCYCLE CO.

59 West 56th St., New York 19, N. Y.

Without obligation, send free illustrated booklet.

Mr.
Mrs.
Miss

(Please Print)

Address

City

Zone

State

NS4



were a chief means of recreation.

Long "trolley trips" became fashionable. Some hardy souls with their pockets full of nickels and an unflagging willingness to transfer from line to line often went hundreds of miles on trolleys. It was possible, for example, to travel all the way to Portland, Me., from New York City via street railways.

One of New Jersey's justly famous trips was that from Jersey City to Trenton, via the "Fast Line." "Fast" was a gross misnomer at first, since the trip took five hours as the electric cars meandered through fields and forests. The line left Elizabeth for a junket west to Plainfield, then swung down to Bound Brook and later—much later—eased into New Brunswick.

The rub was that the route ran through town after town, with resulting delays. Finally a straight connecting link was built over private right-of-way from Elizabeth to New Brunswick and by 1914 it was possible to go from Newark to Trenton in two hours. Even at that, it wasn't exactly a trip to excite speed fans, mainly because the circular

West Orange, to West South Orange avenue, South Orange, the line had an official title of "Montrose." Somehow, "Swamp Line" seemed so much more fitting.

The "Swamp's" famous motorman-conductor team of Mike Coffey and George Imas built much of the line's legend. Mike, a one-time Indian fighter, always frantically clanged his bell if a regular passenger was late and he spent countless hours chasing boys who insisted on clambering on the back platform and bouncing the car up and down on the tracks. George, in addition to picking up fares (and chasing boys off the platform), also tended the pot-bellied stove in the middle of the car, sending clouds of ashes swirling through the car during his zealous shaking.



Orange crosstown in 1896. Note GOP headquarters.